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PTO/SB/21 (02-04)

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/790,487	
	Filing Date	1 March 2004	
	First Named Inventor	König	
	Art Unit	2611	
	Examiner Name	Paula McCray	
Total Number of Pages in This Submission	499	Attorney Docket Number	HMM-101

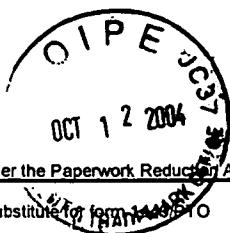
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<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>		
Firm or Individual name	Technology Patents and Licensing, Inc. Charles A. Eldering, 39,180	
Signature		
Date	October 7, 2004	

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I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
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PTO/SB/08A (08-03)

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Substitute for form 1449, PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1

of 1

**Complete if Known**

Application Number	10/790,487
Filing Date	1 March 2004
First Named Inventor	Richard König
Art Unit	2611
Examiner Name	Paula McCray
Attorney Docket Number	HMM-101

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
/AD/	AK	US- 09/553,637	04-20-2000	Eldering et al	
	AL	US- 10/031,268	03-23-2002	Eldering et al	
	AM	US- 09/568,084	05-01-2000	Eldering	
	AN	US- 09/635,539	08-10-2000	Eldering	
	AO	US- 10/031,142	11-01-2001	Eldering	
	AP	US- 09/694,848	10-20-2000	Hamilton	
	AQ	US- 10/049,246	01-20-2002	Hamilton	
	AR	US- 09/635,544	08-10-2000	Eldering et al	
	AS	US- 09/712,790	11-14-2000	Eldering et al	
	AT	US- 09/658,204	09-08-2000	Eldering	
	AU	US- 09/680,622	10-06-2000	Flickinger	
	AV	US- 10/759,620	01-16-2004	Eldering et al	
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>4</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
/AD/	BD	WO0036775	06-22-2000	Logan et al		
/AD/	BE	WO0133848	05-10-2001	Dimitrova et al		
/AD/	BF	WO02102079A1	12-19-2002	Grotuit Media		

Examiner  
Signature

/Arthur Duran/

Date  
Considered

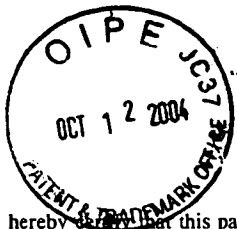
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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## CERTIFICATE OF MAIL(37 CFR 1.8)

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the U.S. Patent and Trademark Office: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Date: October 6, 2004

Heather J. Roth

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/790,487	FILING DATE 1 March 2004	FIRST NAMED INVENTOR König	ATTY. DKT. NO. HMM-101
TITLE Advertisement Substitution		ART UNIT 2611	EXAMINER Paula McCray

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

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Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

**REMARKS:**

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

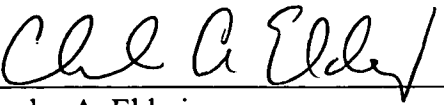
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Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,



Charles A. Eldering  
Reg. No. 39,180

Date: 10/06/04

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Transmittal (1p), PTO Form SB/08A(1p), Information Disclosure  
Statement (3pp), Copies of cited references (493 pp), Return Postcard.

Heather J. Roth  
Signature

Heather J. Roth

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